

December 8, 2011
Draft Meeting Minutes
Beaver Meadow Golf Advisory Committee

Members Present:

Chris Mulleavey, Chair
Jim Marshall
Roger Jobin
Jennifer Kretovic
Bob Vachon
Charles Vanasdalan
William Veroneau
David Croft
Fran Hunt
Bernard "Sid" Chase
David Gill
Ed Deshaies

Members Absent:

Mark Coen
Dick Holden
Vera Buck

Others Attending:

Jill Mulvey
Chris Jacques
Brian LeBrun
Bob McManus

A call to Order

5 Minutes of Public Input

None

Chris asks if there is a motion to approve the Draft minutes from the November 10, 2011 meeting or any questions about the minutes

David moves approval moves approval of the minutes, after correction of typographical errors, from the November 10, 2011 Meeting.

Jennifer seconds the motion.

Motion Carries 7-0

Golf Budget

David shares that the golf course has dipped into its reserve the last three fiscal years

Memberships nationally are off about 5 to 10 percent. Season Permits/Memberships comprise nearly 1/3 of Beaver Meadow Revenue
We have recently seen a big push from Canterbury to lure our Members away
We need to turn this around, to look at adapting our business model to attract more youth and families

Jennifer notes rumor of the Monday night league leaving
Dave C says the Thursday night league, the Gimme Group, left and some players also play in the Monday night league. He is president of the Monday night league and they are staying, backfilling any openings from their waiting list.

David G says he has seen some of the e-mails going around and has a plan in place to replace the Thursday night league

Chris M asks what impact the league departure will have on permits

Dave C says about half leaving from league are Twilight permits

David Gill asks Advisory members to call permit holders to find out what we do well and what we can do better and perhaps gauge if others are planning on leaving.

David also plans to reach out to past members

Ed feels the number is close to 50 leaving between league and regular players

Bill asks if there is pushback on the increase in the Twilight permits as none have signed up in the fall.

Sid says fall sales do not indicate permit type but has not heard any complaints.

Fran indicates she has heard grumbling but most would return

Jennifer suggests using survey monkey but David indicates he would rather have the personal touch. If we don't get good response we could try survey monkey

Jim asks Brian why our contribution to the General Fund is based on expenses and not revenue. He also indicates he is not opposed in theory to the contribution.

If it were based on revenue, as revenue dropped so would the contribution.

Jim also questions why the golf fund supports all winter activities at the golf course. Some of the activities are General Fund activities.

David explains Golf plows and Grounds staff does the XC grooming. When the skating pond is built Jill's income will increase and at that time the City will discuss increasing her contribution.

Jim asks where room rental income is in budget.

It is explained that, Jill collects the room rental income and pays the City a flat yearly fee to operate.

Staff did look into closing the building for the winter but the savings were not there.

Jim asks how many fulltime employees there are in the winter

Three

Doing Building and equipment maintenance?

Sid, yes and also work out on the grounds as weather allows

David looking at the opportunity to grow our business with youth and families

Roger feels the new pond will be a paradigm shift for the public both golfers and non-golfers alike, similar to the improvements to the range.

Jennifer gets the sense that some leaving want to wound the golf course in some way.

Jennifer and Fran offer to speak to ladies at their upcoming league meeting

Jim feels it is important for Advisory to make calls, ask similar questions such as 3 things you like, 3 that could be better.

David says with that information, in our marketing, we can highlight the positive and fix the negative.

Roger says we should emphasize our mission statement in these conversations. We worked hard to formulate it.

Jim suggests word document with the mission statement and three blanks for positives and negatives.

Chuck cautions we not look desperate.

David stresses it is important we get back to basics, basic golf etiquette, that the message has to come from all sources Pro Shop, Rangers, Maintenance, Restaurant Staffs.

Jennifer says it is important that ranger staff dress appropriately if they are to be taken seriously.

David agrees.

Staff working on a newsletter

Jennifer suggests Business After Hours with Chamber of Commerce

Sid says we are scheduled in a year or so. There is a long waiting list. Sid has also offered to be a last minute replacement if someone cancels.

David asks that we avoid April May as pond project grows in and heals.

Fran asks if there is a new green for #9 as part of pond project.

Not at this point

Bill suggests more discipline from the ranger staff and better information on course conditions etc.

Roger and Jennifer want better signage both on and approaching the course.

David says marketing consultant will help with that.

Fran notes some rangers paid some volunteer. Do volunteers care as much?

David would like all Golf Course staff to play before the course opens so they get a sense of how the course is first thing in the spring and to learn golf etiquette

Roger asks that staff be reminded of our Mission Statement

Old Business

New Business

Chris asks if there is a motion to adjourn.
Dave so Moves.
Bob Seconds,
Motion Carries. 9-0

Meeting is set for January 24, 2012
7:30 AM
Beaver Meadow Clubhouse

Agenda:
Public Input
Approval of Minutes
Old Business
Meeting Adjourned.